

SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR  
PLACEMENT OF CHANNELS ON A MOBILE DEVICE

ABSTRACT

The invention includes systems, methods, computer program products, and combinations and sub-combinations thereof for enabling channels specific to a user's interest (as well as other objects) to be loaded on mobile devices (as well as other types of devices), and for users of mobile devices to operate with such channels on their mobile devices in an interactive manner while in an off-line mode.

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